

Cook County Department of Public Health

Tobacco Prevention & Control Unit

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CCDPH Tobacco Prevention & Control Program

Goals

- Eliminate exposure to secondhand smoke
- Promote quitting among adults and youth
- Prevent initiation among youth and young adults
- Identify and eliminate tobacco-related disparities

Funding

- Illinois Tobacco-Free Communities grant via Illinois Department of Public Health
- Master settlement dollars expected through 2025; ~\$600,000/year this fiscal year
- Project period: July 1 – June 30 (State fiscal year)

Tobacco Use

Background

- Tobacco use is the largest preventable cause of disease, disability, and death in the U.S.¹
- Annual health care costs in Illinois directly caused by tobacco are \$5.49 billion and \$5.27 billion in lost productivity²
- In suburban Cook County, 16.7% of adults identify as current smokers³
- E-cigarettes are currently the most used tobacco product among youths⁴
- In the last year, e-cigarette use in the U.S. has increased by 78% among high school students and 48% among middle school students⁵
- E-cigarette use increases the risk for using cigarettes among youths⁶



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Vaping

- E-cigarette liquid contains chemicals and carcinogens; +/- nicotine, +/- marijuana
- E-cigarette liquid can poison children through ingestion or skin absorption
- Youth who use e-cigarettes are more likely to use cigarettes or other tobacco products^{7, 8}
- Major American professional societies (AAFP, AAP, APHA) urge tighter regulation and more research
 - None support the use of e-cigarettes for quitting
- Recent large study demonstrated e-cigarettes were more effective for smoking cessation than conventional methods⁹, however:
 - Of those who maintained abstinence at 52 weeks, 80% (n=79) were still using e-cigarettes
 - Another recent study demonstrated a higher risk of stroke and heart attack among e-cigarette users¹⁰

Application of EvidenceBase

Evidence-Base / Best Practices	CCDPH Program
Community interventions	<ul style="list-style-type: none">• Enforce Smoke-Free Illinois Act and Cook County Clean Indoor Air Ordinances• Advance tobacco-free living policies
Mass-Reach Communication Interventions	<ul style="list-style-type: none">• Integrated marketing campaigns to promote cessation and raise awareness of policies that prevent initiation and support tobacco-free living
Cessation Interventions	<ul style="list-style-type: none">• Promote referrals to Illinois Tobacco Quitline (ITQL)
Surveillance and Evaluation	<ul style="list-style-type: none">• Assess program effectiveness and impact
Infrastructure, Administration and Management	<ul style="list-style-type: none">• Tobacco-free living action team of Alliance for Healthy & Active Communities• 3 FTEs funded by grant

2018-2019 Success and Impact

Tobaccofree Living Policies



- Ambria College adopted Tobacco-free Campus Policy
 - ~ 500 students, faculty and staff have a healthier living, learning, and working environment
- 48 market rate units adopted smoke-free housing policies in Chicago Heights, Elmwood Park, Evergreen Park, and Tinley Park
 - ~110 residents will be spared from exposure to secondhand smoke
- Previous success: Housing Authority of Cook County went smoke free in 12/2015, impacting 3500 residents



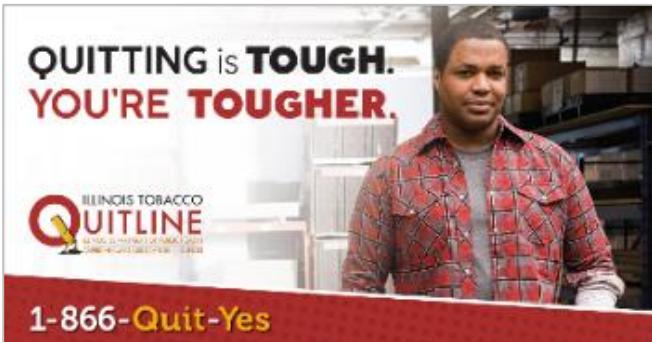
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2018-2019 Success and Impact

Referral to Illinois Tobacco Quitline



- BEDS Plus became an Illinois Tobacco Quitline Partner
 - Staff are now trained to consistently identify tobacco-use status, document status, and connect clients to treatment and cessation resources at every visit
- BEDS Plus served ~920 homeless individuals in west suburban Cook County in 2018



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2018-2019 Success and Impact

Tobacco 21 Policies



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This project was made possible by funds received from the Illinois Department of Public Health.

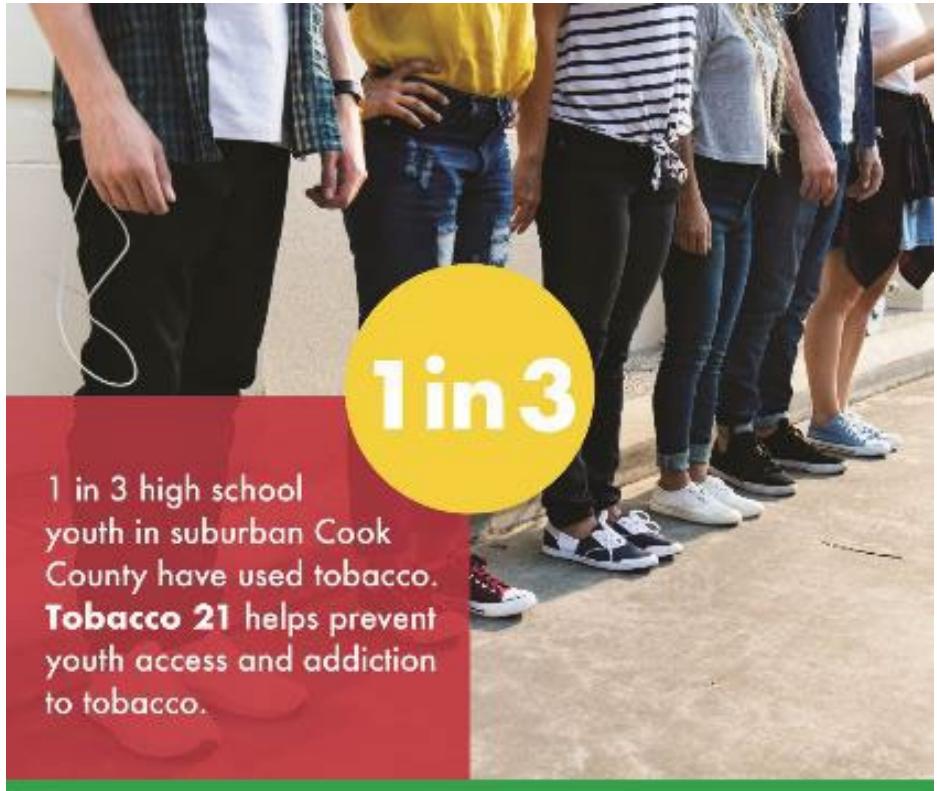
HealthyHotSpot.org

2018-2019 Success and Impact

Tobacco 21 Policies

- 683,922 suburban Cook County residents* protected
- Expected to keep tobacco products out of schools¹¹ and immediately improve community health¹²
- Estimated 12% decrease in overall smoking rates by the time today's teenagers become adults¹²

**This is the total population of residents living in suburban Cook County municipalities including unincorporated Cook County that have passed Tobacco 21 policies.*



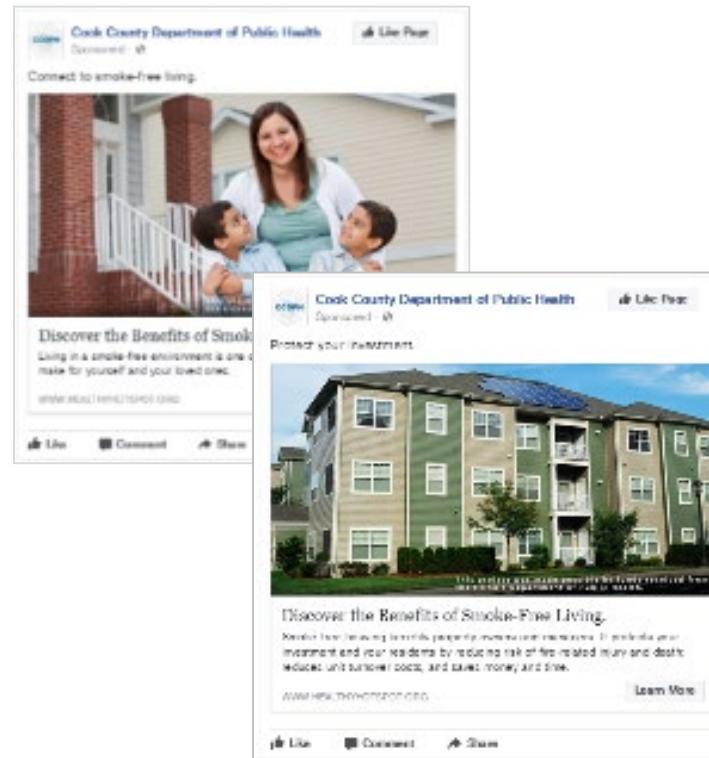
2018-2019 Success and Impact

Integrated Marketing Campaign

Digital Ads



Social Media Ads



Print Ads



2018-2019 Success and Impact

Integrated Marketing Campaign

CCDPH Media Campaigns	Type of Ads	Target Population within Suburban Cook County	Media Campaign Metrics
Cessation	<ul style="list-style-type: none">• Digital & audio• Print• Social Media Posts	<ul style="list-style-type: none">• Spanish speaking population• African American population• CCDPH Social Media Followers	<ul style="list-style-type: none">• Weekly Circulation*: 73,937• Social Media Reach[^]: 4,508
Smoke-free Housing	<ul style="list-style-type: none">• Social Media Ad• Print	<ul style="list-style-type: none">• Municipalities with high concentration of voucher public housing• African American population	<ul style="list-style-type: none">• Weekly Circulation*: 73,937
Tobacco 21	<ul style="list-style-type: none">• Digital & video• Social Media Posts	<ul style="list-style-type: none">• Municipalities with home rule and municipalities that passed tobacco 21• CCDPH Social Media Followers	<ul style="list-style-type: none">• Social Media Reach[^]: 1,293

Total Reach of CCDPH FY18 Media Campaigns:
2,039,516

Future Directions

- Increase adoption of Tobacco 21 policies and support implementation to prevent youth initiation
- Increase adoption of tobacco-free policies that includes e-cigarettes (e.g. smoke-free housing, tobacco-free parks, tobacco-free campuses, etc.)
- Increase the number of Illinois Tobacco Quitline partners and partners that integrate the brief tobacco intervention into their routine services
- Conduct integrated marketing campaigns to promote cessation, highlight the risks of all tobacco product use, including e-cigarettes, and raise awareness of policies that prevent initiation and support tobacco-free living
- Assess the effectiveness and impact of CCDPH's programs and tobacco-free policies in suburban Cook County



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Thank you.



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